



STRATEGY

Date of document

Reference number

2021-12-13

V-2020.0651 kod 2.2

Authors

The project Coordinated
communication to
KTH students

Communication strategy towards KTH students

Purpose

The purpose with the strategy is to describe the preferable communication towards KTH students in order to reach KTH's vision and long-term goals. This strategy is an addition to the overall communication strategy.

Based on the strategy, KTH will make priorities in the operation as well as produce processes and communication plans.

The aim of these processes is to strengthen One KTH and to enable effective and equivalent communication for reoccurring workflows. The processes contain activities with what to communicate, by who, when, what channels, and to whom. E.g. Communication before and during a course offering.

If there is a need for a specific communication strategy, beyond the processes in place, a concrete communication plan will be created. With information such as what will be communicated, by who, when, through what channels, and to whom. E.g. Communication to increase new students' knowledge regarding study techniques and habits.

Scope

The strategy applies to everyone within KTH that communicates with the student group. It does not apply when communicating with individual students or when having physical meetings.

Aim

The aim of the communication is to make it easier for students to complete their studies, as well as give the student a positive experience of KTH which will then be passed on outside KTH. This means that we must make sure that the student:

- Finds and understands relevant information.
- Understands "One KTH" wherever they are within the organization.
- Perceives that KTH works for equality, sustainability, digitalization, and internationalization.

Target group

Everyone admitted to studies at KTH.

Key message

KTH wants to provide students with the possibilities to evolve

KTH wants to educate students that possess the competence and engagement to find innovative solutions for tomorrow's challenges. In order to succeed, we at KTH must be able to provide our students with the right conditions to evolve. By challenging the student, while also providing the right support, the student will have the right conditions to grow and evolve skills necessary to solve tomorrow's challenges.

Fundamental principles

KTH needs to adapt to the student's needs when planning and implementing the communication strategies in order for the student to evolve during their studies. This will be done by following the principles listed below:

1. We have an equivalent and accessible communication

By having an equivalent and accessible communication regardless of situation or ability, communicating in both Swedish and English, it will ensure that students are given equal conditions and possibilities during their studies.

2. We have a clear and consistent communication

By having a clear and consistent communication within KTH, the student will be able to focus on learning instead of spending time getting familiar with how different units at KTH communicate.

3. We have a cohesive communication based on the student's situation and needs

By planning our communication together, based on the student's situation and needs, it will become more cohesive and relevant and it will be easier for the student to understand.

4. We have a digital input for the communication

By having all communication collected in a digital input, giving an overview of current information (news regarding courses, programmes, and KTH), the student will get an overview of what is happening in their studies.

5. We take a collective responsibility for the student's experience

Through cooperation, common guidelines, support, and education everyone will take responsibility for their part of the communication and through that contribute to the student's perception of KTH's communication.

6. We make it clear to the student that they have a responsibility for their own studies

By being clear to the student that their studies is their own responsibility and make them aware of the support KTH can provide, the student is able to plan their studies based on these expectations.